

ABSTRACT OF THE DISCLOSURE

A support system for setting a price of a transaction target article in response to a request given from a requester includes an external storage device stored with identifying information of the transaction target article and quality information for indicating a quality of the transaction target article, a communication interface for the identifying information of the transaction target article of which a price should be set by the requester and quality evaluating information for evaluating a quality of the transaction target article, a CPU for reading the received identifying information and the quality information coincident with the quality evaluating information from the external storage device, and a communication interface for transmitting the read-out quality information to the requester.

A sales applicant is thereby able to set a proper price of the transaction target article.